



**International Institute Of Management Studies**  
(Organiser)

**College of Healthcare Mangement & Economics**

**Gulf Medical University**

(Co-Organiser)



جامعة الخليج الطبية  
GULF MEDICAL UNIVERSITY  
ACADEMIC HEALTH CENTER  
COLLEGE OF HEALTHCARE  
MANAGEMENT AND ECONOMICS

*Organises*

# An International Conference

**Vishleshan 2K22**



**Sustainable Development:  
A Roadmap to  
Equitable Planet**

**Academic Partners:**



**Management Studies**  
Sabaragamuwa University of Sri Lanka



**16-17  
Dec 22**

Get in Touch

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Hinjawadi IT Park, Survey No.-  
54(1+2/1), Nere Dattawadi, Pune,  
Maharashtra - 411033

# About The Conference

The International Conference on Sustainable Development: A Road to Equitable Planet, 2022. IIMS Pune aims to bring together academia, researchers, and scholars to exchange information and share experiences and research results about all the aspects of specialized and interdisciplinary fields. This event provides an opportunity for all to network, share ideas, and present their research to a worldwide community. It also leads to discussion on the latest innovations, trends and practical concerns, and challenges faced in these fields are also encouraged.

## Conference Objective

The objective of the conference is to provide opportunity for academicians, researchers, industry experts, practitioners, professional, from different areas to engage in discussion based on issues related to sustainability development.

## About IIMS

International Institute of Management Studies, Pune (IIMS PUNE) is a premier B-school in Pune under the prestigious education group & quot; SaiBalaji Education Society (SBES)&quot; Pune approved by AICTE, Ministry of HRD, Govt. of India. The institute was founded with the vision to impart value-based, world-class management education by Edupreneur Prof. Manish R Mundada in the year 2006.

The knowledge review, 2018-19 & quot;Best Placement Award & quot; Navbharat, 2019 & quot; Best Education Brand & quot; The Economic Times, 2019 & quot; Great Indian Institute 2018 & quot; Forbes India Marquee. Global Award - ABP News 2018 & quot; Best B School in Western India(2017) by Jagran Josh Group, Education Leadership Award 2017 by BBC Knowledge, Devang Mehta. National Education Award 2016, and many.

# College of Healthcare Management & Economics, Gulf Medical University

The College of Healthcare Management and Economics (CoHME) is leading the charge into the next generation of health care management education.

The new college of Healthcare Management and Economics (HME) allows GMU to maintain its differentiation strategy in the health industry in higher education and fill the acute shortage of healthcare management professionals. The healthcare industry is the second largest sector in most countries. The healthcare sector in the region is vibrant and thriving-constantly driving continued growth across all segments. The college is offering a four years Bachelor of Science in Healthcare Management and Economics and a 3 Semesters Executives Master in Healthcare Management and Economics.

## Advisory Committee

- ◆ **Prof. Manish R Mundada**  
Founder President, SBES
- ◆ **Dr. Moon Moon Haque**  
Dean, College of Healthcare Management & Economics  
GMU, UAE
- ◆ **Dr. Lokesh Arora**  
Director, IIMS
- ◆ **Dr. Vinaytosh Mishra**  
Associate Professor, College of Healthcare Management & Economics  
GMU, UAE
- ◆ **Dr. L.K. Tripathi**  
Director, SBIIMS
- ◆ **Dr. Tripti Sahu**  
Dean, Research, IIMS
- ◆ **Prof. Jayantha N. Dewasiri**  
Sabaragamuwa University,  
Sri Lanka

# Conference Sub-Themes

## Track 1

### Sustainable Human Resource Practices

- ◆ Employee Retention in Dynamic Environment
- ◆ Sustainable Retention Strategies
- ◆ Green HRM practices
- ◆ HR-Analytics for Sustainable Business
- ◆ Spirituality for Sustainable Work Culture
- ◆ Artificial Intelligence in HR
- ◆ Corporate Social Responsibility and HR
- ◆ Organizational Culture & Employee Engagement
- ◆ Diversity & Inclusion
- ◆ Work-life Balance and Stress Management
- ◆ Sustainable Talent acquisition and management

## Track 2

### Sustainable Marketing Practices

- ◆ Customer Experience, Engagement and Relationship Management
- ◆ E-Commerce Marketing and Digital Platforms
- ◆ Marketing Communication for Sustainable future
- ◆ Marketing Analytics, Business Intelligence and Automation
- ◆ Sustainable Tourism and Sports Marketing
- ◆ Brands Development in Digital Marketing Age
- ◆ Retail Marketing and Shoppers' Experience
- ◆ Social and Digital Media Marketing
- ◆ Rural Consumers and Marketing Strategies
- ◆ Sustainable Marketing Strategies
- ◆ Green marketing emerging Dimensions
- ◆ Building Sustainable Brands

# Conference Sub-Themes

## Track 3

### Sustainable Development and IT, Operations and SCM

- ◆ Quantity Control and Six Sigma Management
- ◆ Data Science and Machine Learning
- ◆ Eco design and green manufacturing
- ◆ Robotics and Artificial Intelligence
- ◆ Sustainable Supply Chain management & Reverse Logistics
- ◆ Sustainable SCM solutions in Retail Industry
- ◆ Technology and sustainability
- ◆ Smart City and Urban Planning
- ◆ New Product & Service Management through Robotic
- ◆ Green Supply chain
- ◆ Green IT initiatives
- ◆ Interactive IT systems
- ◆ Nexus between technology and sustainable development

## Track 4

### Sustainable Development: Finance and Economics

- ◆ Sustainable finance - the roles and impacts of different financial services and institutions
- ◆ Sustainable Micro –Finance and Rural Development
- ◆ Social and human rights dimensions of sustainable finance
- ◆ Sustainable/Green Investing
- ◆ Innovative Economic Strategies for Financial Inclusion
- ◆ Sustainable Financial Performance and Accounting Practices
- ◆ Sustainable investment in and by emerging market actors
- ◆ Green Finance
- ◆ Green Accounting
- ◆ Financial Innovation, Engineering and Analytics
- ◆ Crypto Currency and Block Chain
- ◆ Digital Banking Practices and E-wallet
- ◆ Corporate Social Responsibility and Finance
- ◆ Fin-tech and financial innovation for sustainability
- ◆ Applied Microeconomics for sustainability
- ◆ Economic reforms and Growth
- ◆ Financial Economics

## Important Dates

- ◆ Last date to send Full Paper: **15th October 2022**
- ◆ Last date to pay Registration Fees: **30th October 2022**

## Conference Venue

- ◆ Dr. APJ Abdul Kalam Auditorium, IIMS Campus, Pune, India.
- ◆ Hybrid Mode

## Registration Details

Category	Before 30 October	After 30 October
Phd Research Scholar from across the World	free registration	free registration
Academicians from India	1000	1200
Industry Professionals from India	1200	1500
Foreign Delegates	50 USD	60 USD

## Mode Of Payment

Bank Name	Account No.	IFSC Code
IIMS Punjab National Bank, Branch -Kalyani Nagar, Pune	4644002100000179	PUNB0464400

# Submission Guidelines

Please submit your FULL PAPER at [research@iimspune.edu.in](mailto:research@iimspune.edu.in)

Kindly adhere to the submission guidelines as is given below:

- ◆ Authors are invited to contribute their full papers (7000 words) along with abstract (150-200 words).
- ◆ The entire paper having title, author(s) name by affiliation with contact details, abstract, keywords, main text, figures.
- ◆ Tables, references, etc. must be in 'ONE DOCUMENT' created in MS Word (Compatibility Mode).
- ◆ Please provide a margin of One (1) inch on all sides and text should be justified.
- ◆ References should be provided using 'American Psychological Association' (APA) Style.
- ◆ Ensure proper formatting of the paper and ensure that the file is virus-free before submission.
- ◆ Submitted papers must not have been previously presented, published, accepted for publication.
- ◆ The manuscripts will be checked for plagiarism before publication.
- ◆ If the paper gets accepted, at least one author should register and present the paper in the virtual conference and submit the copyright form.
- ◆ Presenters are requested to register on time. Early registration helps in obtaining clearance from various ministries of the Government of India for foreign delegates.
- ◆ All submitted papers will be reviewed by experts in the field and will be finally significance, quality of work and clarity of presentation.

## Publication Opportunity

- ◆ FIIB Business Review (Scopus, ABS)
- ◆ International Journal of Emerging Markets (SSCI, Scopus & ABDC B)
- ◆ Asian Journal Of Management Studies
- ◆ International Journal on Recent Trends in Business & Tourism
- ◆ International Journal Of Management & Human Science
- ◆ Asia - Pacific Journal Of Management & Technology
- ◆ South Asian Journal Of Marketing
- ◆ South Asian Journal Of Tourism & Hospitality

# Awards

- ◆ Three Best Overall Conference papers awards
- ◆ Three Best Emerging Markets Research awards by International Journal of Emerging Markets, Emerald Publishing
- ◆ Three Best Multi Disciplinary Research Awards by FIIB Business Review, Sage Publishing
- ◆ Three Best Doctorate Scholars papers awards

# Organising Committee

◆ Dr. Lokesh Arora  
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◆ Dr. Abhay Mishra  
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◆ Dr. Sangeeta Rajput  
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